

FRONT AND CENTER

The Newsletter of the John W. Hartman Center for Sales, Advertising, and Marketing History

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Duke University Special Collections Library

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JWT Frankfurt Archives Provide Global View

In December the Hartman Center became home to a remarkable body of advertising documents. The material comes from the Frankfurt office of the J. Walter Thompson Company and represents that office's extensive archival records since 1959. It fills about 600 feet of shelf space and boosts the total holdings of the company archives by 20%. This is the largest and most important addition to the JWT Archives since their transfer to Duke in 1987.

The acquisition resulted from a conversation between Hartman Center Director Ellen Gartrell and JWT-Frankfurt Managing Director Joe Nutt in 1993. Nutt mentioned that after 36 years in one location, the JWT-Frankfurt office soon would be moving. "There is a big basement room full of records," he added. Gartrell's interest aroused, she visited the Thompson office and found a mass of documents that show the development and day-to-day workings of a major advertising agency. "Everything was in excellent condition and good order," Gartrell recalls. "The collection is incredibly comprehensive, and there are even many examples of package design, an area rather underrepresented in the U.S. part of the archives."

The files include papers of all the office managers from 1959 to the early 1990s. Topics include office management, clients (local and multinational), new business, market



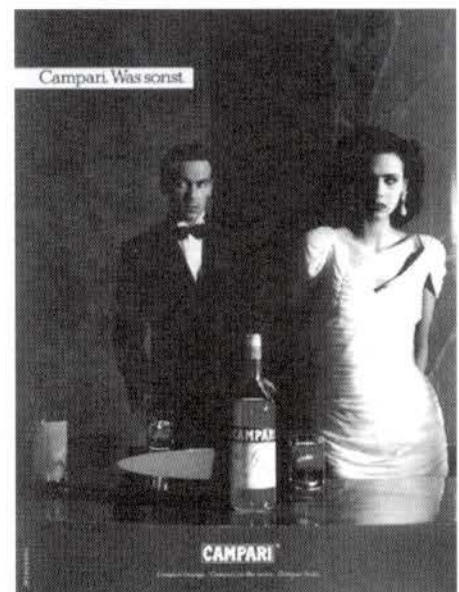
Ellen Gartrell discovers a carton of 1960s commercials on the truck.

research, advertising organizations, and relations with other JWT offices in Europe and the U.S. The records, many of them in German, provide the most extensive view yet available of J. Walter Thompson's European operations. The films and videos contain nearly all the commercials produced by the agency in Germany; the print ads include campaigns for major multinational clients such as Kraft, DeBeers, and Unilever. Taken together, the German materials are a research treasure for business and for scholars from around the world.

JWT's Frankfurt office generously paid for shipping the 346 large cartons to Duke and made an additional gift toward the preservation and management of the collection. The Hartman Center has hired a graduate student intern, Sabine Engel, a native of Hamburg, Germany, and three student assistants to

start processing the collection. "This is fascinating material," Engel comments. "Although I had not heard the name J. Walter Thompson when I was in Germany, of course I knew their "Campari—Was sonst?" ads and loved them. They inaugurated a new visual style akin to French nouvelle cuisine—a sleek, trimmed-down, highly stylized, elegant look. Together, the documents and ads really illuminate the status of contemporary advertising as both a cultural and economic force."

Some of the early records, it is hoped, will be available for research as early as this summer. Upon completion, guides and lists will be mounted on the World Wide Web. Restrictions on access to unpublished recent material, Gartrell points out, protect the business interests of JWT and its clients. For more information, call the Hartman Center reference line at 919-660-5827.



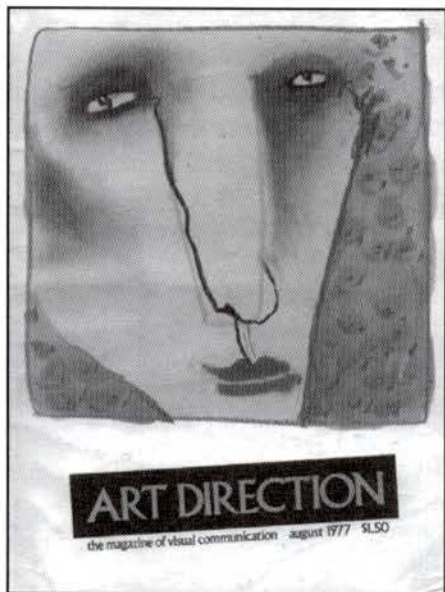
JWT created the "Campari. Was sonst. [What else.]" campaign in the late 1970s.

Hartman Center Continues To Enrich Its Resources

In addition to the JWT Frankfurt archives, the Hartman Center's holdings continue to grow and diversify with other recent acquisitions.

From Don and Dan Barron, executives of **Art Direction Book Company**, comes an almost complete unbound run of *Art Direction: The Magazine of Visual Communication*, books on advertising design, letterheads, trademarks, logos, corporate identity, and artistic methods, and several dozen computer disks of clip art.

J. Walter Thompson Chicago sent several hundred proof books spanning 1930 to 1992 to add to the JWT Company Archives



A nearly-complete run of *Art Direction* magazine 1949-1995 is now at Duke.

Center Seeks Ad Age Back Issues

As the research collections at the Hartman Center continue to grow, one goal is to strengthen its holdings of important trade journals. One significant gap is *Advertising Age* from its beginning in 1930 to 1970. Does anyone have old volumes of this title to donate to the Center? Please contact Ellen Gartrell at 919-660-5836. Thanks!

Domestic Advertisement Collection. The most extensive file is for Kraft Foods. Other clients represented include Oscar Mayer, Quaker, and Parker Pen.

Reginald T. Clough donated books pertaining to advertising and marketing, including the May 1959 *Reader's Digest* featuring Ford's "Buyer's Digest" and a 1955 work detailing the history of twenty "modern" retail institutions and the merchants who created them.

Dr. Terence Hines (Duke '73), on behalf of **Max Falk**, donated wholesale jewelry catalogs, dating from 1966-1995.

James Maguire of **Calsun, Inc.** donated two of the company's publications *Creative New Jersey*, 1990-1994 and *NJ Source: North Jersey Directory of Creative and Advertising Services*, 1988-1995. Both serials provide information about the creative talents, processes and services available in the Garden State.

Recently, **W. Stanley Holt** has sent materials pertaining to former President and Chairman Norman H. Strouse's years with JWT. Notable is a handsome 1964 scrapbook containing a photographic record of Mr. and Mrs. Strouse's first visit to the Thompson office in Japan.

Robert G. Berry, a former JWT executive, donated fifteen volumes of JWT marketing publications of the late 1950s and early 1960s in memory of Norman H. Strouse.

If you or someone you know would like information about adding material to the Hartman Center collections, please contact Ellen Gartrell at 919-660-5836.

NEWS & NOTES

Visitors

Retired JWT executive **Lee Preschel** and journalist **Maria Sabbagh** of Venezuela viewed Mr. Preschel's papers here in November. **Paul Kurnit**, President of Griffin Bacal agency in New York, spoke at Duke in November and saw papers of his father, advertising executive Shep Kurnit, at the Center.

International Researchers

Travel grant winner **Rafael Dos Santos** of UNICAMP in Campinas, Brazil and **Professor James Obelkevich** of the University of Warwick, England each visited for one week this winter.

Classes

Students in **Erica Wilcher's** undergraduate "house course" entitled "Reflections of Colorful Faces: An in-Depth Look at Minorities in Advertising" are using Hartman Center resources during the spring semester.

In Print

Advertising Age profiled the Center in its December 4 issue. *Duke University Libraries* described the Travel-to-Collections program in its Autumn 1995 issue. The Center was acknowledged in two recent books: *AdCult USA* (Columbia University Press, 1996) by **Dr. James Twitchell** of the University of Florida and *Inarticulate Longings* (Routledge, 1995) by **Dr. Jennifer Scanlon** of SUNY-Plattsburgh.

Other News

The Hartman Center co-sponsored a forum on "Careers in Marketing and Advertising" in March. **Ellen Gartrell** served as a commentator at the symposium "Records of American Business" in St. Paul, Minnesota in April.

Rediscovering Advertising Case Histories

Every well-dressed gentleman knows that the key to achieving that dressed-for-success look is the proper headgear. A green Tyrolean with a dark overcoat? Never! An off-the-face Homburg would be the discerning choice according to the campaign against “hatlessness” waged by the Hat Research Foundation in the 1940s.

This program, designed to encourage more men to buy more hats and wear them for more occasions, is described in one of a series of Advertising Case Histories that were donated to the Hartman Center in 1993 by Professor Stanley Hollander of the Eli Broad College of Business of Michigan State University. Each of the ten portfolios documents aspects of a different advertising campaign that appeared in *The Saturday Evening Post* during late 1940s.

Produced through the cooperation of national advertisers and advertising agencies, their objective was to help give students a clear idea of how successful advertisers and agencies deal with real-world problems such as how to reverse the declining demand for hats, how to encourage consumer loyalty for



“Exhibit A” forms part of the case study of the Hat Research Foundation’s effort to save a floundering industry.

LOOKING BACK



“B. L.: Before Lindbergh”

Sales Management magazine reported on the emerging use of airplanes for selling. As early

as 1924, businesses like Curlee Clothing Company began using planes to cover larger territories in a shorter period of time. Airplanes allowed salesmen and their merchandise to get to customers “ahead of the other fellow.” The Hartman Center has most issues of *Sales Management*, (now *Sales and Marketing Management*) since it began in 1918.

Niblets brand corn, or how companies such as Western Electric, Chevrolet, and International Nickel Company might best adapt their marketing and advertising strategies to a peacetime economy.

A rich variety of materials illustrates each study: text and graphs reporting on market research, reproductions of ads and internal client and agency documents, and detailed descriptions of the complex decision-making and coalition-building processes involved.

For example, Case History Number Five from 1947 contains twenty exhibits for the campaign against “hatlessness.” They include a 1900-1944 sales curve chart, a sample radio commercial script, and a sixty-four page market research report prepared by Grey Advertising entitled “What People Are Thinking About Men’s Hats in 1947.”

Such case studies will be familiar to any present or former business student. Their value to the Hartman Center is the insights they provide into the advertising and marketing practices of the post-war United States as well as the approach to business education during the 1946-1950 period. So, raise a new hat to the Advertising Case History Collection!

New Charter Members Join Hartman Center Friends

The following have become charter members of the Friends of the Hartman Center since the last newsletter:

Corporate

American Association of Advertising Agencies
General Motors Corporation

Individual

Reginald T. Clough
David S. Dunbar
Gordon K. Gold
William A. Gosling
John Gruenberg, 2nd
John F. Hogan
Roger S. Mason
Jonathan Silva
Brian Wansink

They bring the total of charter memberships to nineteen individual and nine corporate. We are grateful to these and all supporters for their interest in the Center’s valuable work in preserving the all-too-often ephemeral documents of advertising, sales and marketing.

JWT Fellows and Travel Grant Winners Announced

The Hartman Center named three J. Walter Thompson Fellows in December. The winners receive awards of \$1000 to support travel and research in the Archives of the J. Walter Thompson Company.

Selection of JWT Fellows was based on the excellence of their proposals and evidence that the Thompson records are crucial to their projects. Each will visit Duke for at least two weeks in 1996.

Professor Gordon Boyce of Victoria University, Wellington, New Zealand, will travel the farthest, to research a book on innovation and the internationalization of the J. Walter Thompson agency in the early years of the 20th century. **Professor Regina Blaszczyk** of Boston University will pursue a number of projects, many of them relating to marketing of glass and ceramics in the United States. Graduate student **Christine Skwiot** of Rutgers University will use JWT records to study tourism in Cuba and Hawaii prior to 1959.

Although the JWT Fellows program was new in 1995/96, this is the fourth year of Travel-to-Collection

The John W. Hartman Center

The John W. Hartman Center for Sales, Advertising, and Marketing History was established at Duke University's Special Collections Library in 1992. Through preserving historical records and archives and through related programs, the Center stimulates interest in and study of the roles of sales, advertising, and marketing in society.

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FOR GENERAL REFERENCE ASSISTANCE, call 919-660-5827, send e-mail to hartman@mail.lib.duke.edu or fax 919-684-2855.

CHECK OUT OUR WEB SITE ACCESSIBLE VIA THE INTERNET :
<http://scriptorium.lib.duke.edu/hartman/>

awards. The winners include four graduate students: **Sarah Berry** (Cinema Studies, New York University), **Cynthia Henthorn** (Art History, City University of New York), **Iain MacRury** (Sociology, University of East London, U.K.), and **Catherine Turner** (American Civilization, University of Texas, Austin). The fifth awardee is **Susan Talbot-Stanaway**, Curator of Art at the Neville Public Museum, Green Bay, Wisconsin.

The grant programs attracted seventeen applicants from eight academic disciplines, nine states,

and three countries. The diversity and quality of proposals was, as always, remarkably high, illustrating innovative uses of archival resources.

The 1996-97 grant programs will have an application deadline of October 15, 1996. Graduate students, faculty, and independent scholars may request information from the Hartman Center at any time.

DO YOU NEED back issues or extra copies of *Front and Center*? Or copies of the Hartman Center brochure? Copies are available.

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